



**DLF**  
**Cybercity**  
CHENNAI 3.0

# DLF EDGE

New Generation Workplaces

*Eleven*

**5<sup>TH</sup> EDITION**



**REIMAGINING WORKSPACES**



**AMIT GROVER**  
DIRECTOR - DLF OFFICE BUSINESS

## **A SMART BUSINESS OFFICE ECOSYSTEM IS MORE THAN JUST A SPACE**

### **What are the economic and social drivers behind a smart business office ecosystem?**

Growth and maturity of the Indian economy today is reflected in the growth of metro cities, stronger domestic demand, consistent FDI and the changing user/consumer behaviour, that are driven by digital innovation and benefits of the shared economy and overall enhancement of customer experience.

The smart office today reflects the socio-economic uptrend at an international and national level. What is happening to our economy and companies globally will get reflected on what is happening to the office ecosystem as well. The reason why corporates buy or rent offices or buildings is to be in sync with their business objectives like creating a brand, enhancing employee and organizational productivity by driving innovation, collaboration and at times, a cultural and behavioural change at work.

### **How do you align smart buildings to emerging business and human needs?**

Today the whole workplace ecosystem is getting aligned to both the emerging business and human needs. The business needs are driving the need for agility, scalability of the workforce and off-balance sheet models of rentalized fitted out and fully serviced properties, while the human needs are driving how we commute to work, what are the amenities at work, how do we collaborate at work, what is the air quality we breathe at work, how do we leverage the new age technologies like IOT, smart apps, sensors, beacons, AI and analytics to access the building facilities, etc. and how are the new age buildings connecting with the society at large.

A smart building is not only about a smart space. It's about a smart solution which is intelligent, safe, sustainable and contributes to employee well-being.

Today, the intelligent building management systems and sensors can smartly collate and analyse every data point of consumption and capacity like electricity, power, water consumption and recycling, parking etc. into common dashboards and artificial

intelligence is driving automation for some of the operational decisions which were earlier done manually. In the coming future, AI can transform the user experience and take it to the next level. For example – a CCTV camera can differentiate between a visitor or user of the building via face recognition system and welcome or pre-authorize access to the designated floors without any human interaction. Similarly, the same camera can report any suspicious activity to the nearest police station.

In recent times, more and more organisations are taking the well-being of their employees a lot more seriously. Research shows that 45% of the total value of hiring of space to an organization comes from employee productivity and retention. Employees spend over 45-50 hours at work each week which is over 70-80% of their awake time during weekdays. Smarter buildings are opting for well-being certifications which are driven by standardized ratings on internal air quality, contribution to employee health via availability of gym, yoga, medical camps, improving mental and emotional health of employees, which also reduces overall sick days.

### **How are you catering to this changing demand?**

Our new age buildings are designed as multi-block connected workplaces with efficient internal spaces, attractive external façades, swanky lobbies, enhanced arrival experience clubbed with modern amenities and cutting-edge technologies for enhanced user experience. We are working with top Indian and International architects to bring the best of the best to India.

At the same time, we are enhancing the existing buildings for a refreshed experience to bring it at par with the newer buildings.

For example – our upcoming new buildings at DLF Cybercity Chennai are fully equipped with digital access control, elevators with destination control, sensor based LED lighting, RFID enabled car parking boom barriers for automated access, integrated apps for event updates and booking the shuttle to the nearest metro and city routes, aligning the internal car boarding points with Ola and Uber apps. In Hyderabad, we even have a smart cycle pool with automated card access for shared usage. Our central control room dashboards powered by intelligent building management systems enabled us to be conferred with LEED Platinum certification for operations from U.S. Green Building Council. Our buildings have been bestowed with Sword of Honour from the British Safety Council, which is the highest honour for occupational safety.

The newer food courts are planned with the option of ordering through a mobile app. The HUB at Chennai would have enhanced amenities like swimming pool, indoor and outdoor sports complex and yoga and meditation rooms, zumba zones and multi-purpose collaboration rooms and an open amphitheatre for movie screenings. We believe that the work-live-play culture enhances productivity.

We are also taking the learnings of DLF CyberHub Gurugram to develop the best F&B hub and entertainment options at DLF Cybercity Chennai, Hyderabad and Kolkata.

### **How important is the location of the building in a smart office ecosystem?**

Increasingly, commuting to the building is being planned with more sustainable transport systems with low carbon emission and thus, less stress on the city infrastructure and environment at large. Also, shorter distances to work from home contributes to lesser employee fatigue due to commuting. Therefore, location of the building closer to metro stations so that they can be connected

via shuttle services, becomes very important. Gradually as a trend, commute to work will also shift to shared transports like Uber/Ola and there will be a reduction in employees getting their own cars to work.

In Cybercity Gurugram, the rapid metro connects all office buildings at a walking distance from the metro. In Cybercity Chennai and Hyderabad, our developments are about 3-4 km from the metro and thus, we operate shuttle services to the metro station. In addition, proximity to residential areas is equally important for employees coming directly from home by their own transport etc. This also helps companies to keep their cost of transportation low.

#### **What are the new trends in office space demands?**

Across metro cities, there is a trend of companies moving from older stand-alone buildings to campus style new age workspaces which can offer smart elements of the workplace

ecosystem and amenities. Also, there is a trend of flexible or co-working spaces which are taken on lease along with the conventional office leases.

Some of the companies are also securing direct and indirect tax benefits under the SEZ clause before the sunset clause of SEZ in March 2020.

The growth of IT driven space requirement is reducing some bit due to artificial implementation and optimization of workplace usage. At the same time, the digital and e-commerce industry have generated huge opportunities for office space development and absorption and new segment of outsourcing companies and banking, engineering, design labs, biotech, pharma, insurance, etc. are expanding their global back office operations. Likewise, the office interiors are also bringing freshness, vibrant colours, open ceiling offices and at times an industrial and contemporary outlook to the office.

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# DLF CYBERCITY CHENNAI 3.0

MORE THAN A DECADE OF EXCELLENCE



DLF Cybercity Chennai opened its gates to the world in 2007 and has continuously grown ever since. Today it stands as the largest operational IT SEZ in Southern India, spread over 44 acres with 7.2 mn sq. ft. of developed area with Phase 1, 2 and two blocks of Phase 3 fully operational. The campus style development has been honoured with prestigious awards such as the Best Private Sector SEZ in Tamil Nadu by the Ministry of Commerce and Industry, Best IT SEZ Software Export and Employment by MEPZ, Best Commercial Project in Chennai by CNBC and Most Admired Office Project of the Year by ET Now Stars of the Industry Awards for Excellence in Real Estate.

Strategically located on the 120-ft. wide Mount Poonamallee Road, with seamless access to multiple transport modes such as MRTS Hub and Intra-City Rail Transit Terminus, the campus

offers strong connectivity to the airport, metro rail network and proposed monorail line. Nearby Kathipara Junction and elevated Tambaram to Ambattur bypass provide fast and congestion-free road access for a hassle-free commute.

The LEED Platinum certified campus by USGBC has extensive green belts, employee break out zones and recreational area, as well as employee health and well-being facilities such as OXYZone, SportsHUB and upcoming 'The HUB'.

There is a dedicated on-campus fire station supported with a 60 m high skylift for emergencies. Prominent Indian and International companies such as IBM, CTS, CSC, TCS, BNY, Barclays, L&T and more have marked their presence here.

“

DLF Cybercity Chennai stands testament to the fact that you can't go wrong when you design safe, sustainable, cost effective and flexible workspaces that are occupier-centric.

**RAMESH NAIR, CEO & COUNTRY HEAD, JLL INDIA**

# NEW AGE WORKSPACES

## DRIVING INNOVATION AND COLLABORATION



The latest addition to the DLF Cybercity Chennai 3.0 campus, contains three blocks - 2, 8 and Eleven spread over 1.6 mn sq. ft. with the first two ready for fit-outs and operations and Eleven available for fit-outs by mid-2019.

With an efficient building and floor design, posh atrium with LED lights, high-quality lift lobbies and elevators with destination-control, the new development further augments the charm of the campus. The HUB is also situated here, which has a food

court with 1200 seats, integrated cafes, gaming and entertainment zones, health and wellness center, creche, day care, banks, ATMs, fitness center etc. and OXYZone with outdoor sports, amphitheatre, walking & jogging tracks and break out areas. As new blocks come up within the campus, the existing blocks are also revamped to stay updated with the evolving trends. The campus continues to evolve, with all the blocks consistently being made better as and when required.



# Eleven - DLF CYBERCITY, CHENNAI

THE MOST AWAITED OFFICE SPACE



The new generation office development is the most awaited workspace in town. The project that has been designed as per NBC 2016 and constructed by Eversendai, has grand atriums and lifts with destination-control. The project has been planned to offer 80% efficiency (super-to-office area) with squarish floor plan.

Eleven will be ready for fit-outs by mid-2019 and will be the most coveted office address.

- 4.7 lac sq. ft. new generation building with construction by Eversendai, MEP consultant AECOM and project management by MACE UK
- 4.17 m floor-to-floor height and ingress & egress planning with 5.28 m/person
- Attractive elevation and welcoming contemporary atriums
- with swanky LED lighting
- Elevators with destination-control and high-quality lift lobbies
- Central core with a 1:3 ratio to suit different operational hours
- The last office building in DLF Cybercity, Chennai – a multi-block campus which is home to Fortune 500 companies

# THE HUB

A PREMIUM SOCIALIZING AND F&B HUB



Artistic Impression

# BARISTA

STEP OUT FOR A CUP OF HAPPINESS



#Bldg10

# WELCOME TO THE CAMPUS

DLF WELCOMES NEW OCCUPANTS TO DLF CYBERCITY CHENNAI 3.0





# CLIENT TESTIMONIALS

## THE EXPERIENCE OF OUR TENANTS

“

DLF Cybercity has world class integrated infrastructure and the quality of support services and amenities available in the complex and the ease of access for our associates as well as for our colleagues from the global offices makes it a highly enriching experience for us and aligns quite well with our global quality standards.



**Debasis Panda - Head of India Operations, Transunion GIC**

“

DLF is a preferred IT workspace in Chennai for all Fortune 500 companies of the world with world class safety standards. We (CBTS India) have been operating from DLF Cybercity, Chennai for the last 1.5 years and are enchanted with the overall experience. It is convenient for our employees, enthuse our parent company and excite customers abroad.



**Venugopal Kannothe - Head of Operations, CBTS India**

“

With its attractive location and prestigious client list to show, the DLF Cybercity campus has been the perfect launch pad for Hogarth in establishing its Global Delivery Centre operations in Chennai.

Thank you DLF!



**Ms. Ramalakshmi Balasubramanian - Managing Director,  
Hogarth Worldwide**

# EVENTS

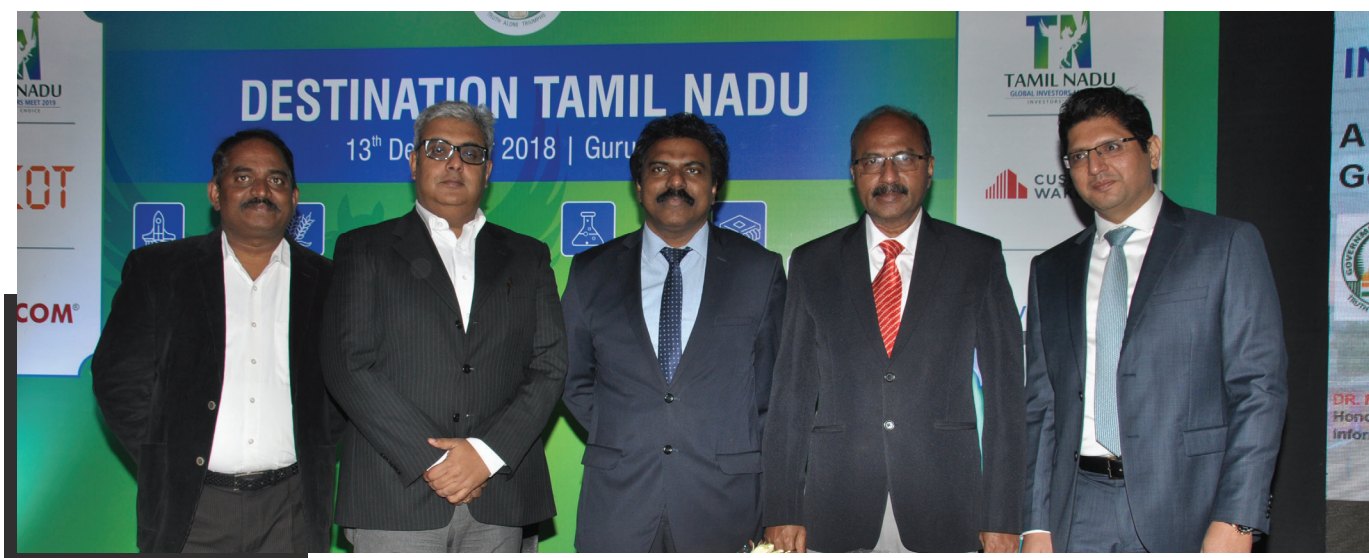
## COLLABORATIVE DISCUSSION ON CHENNAI – THE GLOBAL CITY TALENT, INFRASTRUCTURE AND POLICY



The second edition of CoreNet Global Meet in Chennai was hosted by DLF Cybercity Chennai. It was an interactive evening between eminent industry stalwarts, with a discussion on the various facets of Chennai's emergence as a global city. The city has the right balance of talent, intellect, cost, infrastructure and lifestyle, along with warmth and an adaptable nature which makes the city welcoming, safe & vibrant for the immigrant workforce.

## DESTINATION TAMIL NADU

### AN INTERACTIVE EVENING WITH TAMIL NADU IT MINISTRY



DLF hosted Secretary - IT Department, Tamil Nadu: Dr. Santhosh Babu, I.A.S, Managing Director, ELCOT: Mr. M. Vijayakumar, I.A.S and delegates from the industry at DLF Golf & Country Club, Gurugram. It was an excellent opportunity for the industry leaders to meet and interact with the IT Department of Tamil Nadu and explore the growth opportunities at Chennai & Tamil Nadu for IT & business investments.

# AWARDS AND ACCOLADES

RECOGNITION OF OUR COMMITMENT TO EXCELLENCE

## 4<sup>th</sup> IN INDIA'S MOST RESPECTED COMPANIES 2018

1<sup>st</sup> IN SECTORAL SURVEY  
BY BUSINESS WORLD

We are proud to announce that DLF moves a step ahead in India's Most Respected Companies 2018, list by Business World, while maintaining our number one position in Sectoral Heavy Weights. Basis various parameters such as Innovation, World Class Standards and Premium Quality Deliverables, on which the brand DLF is founded, this recognition comes as a testament to not just our legacy but also to the continued hard work and commitment of our people.

**ET  
NOW**  
RISE  
WITH  
INDIA  
ETNOWNEWS.COM

**DLF**

Delighted to share that  
**DLF Cybercity Chennai**  
is conferred with

**“Most Admired  
Office Project  
of the Year,”**



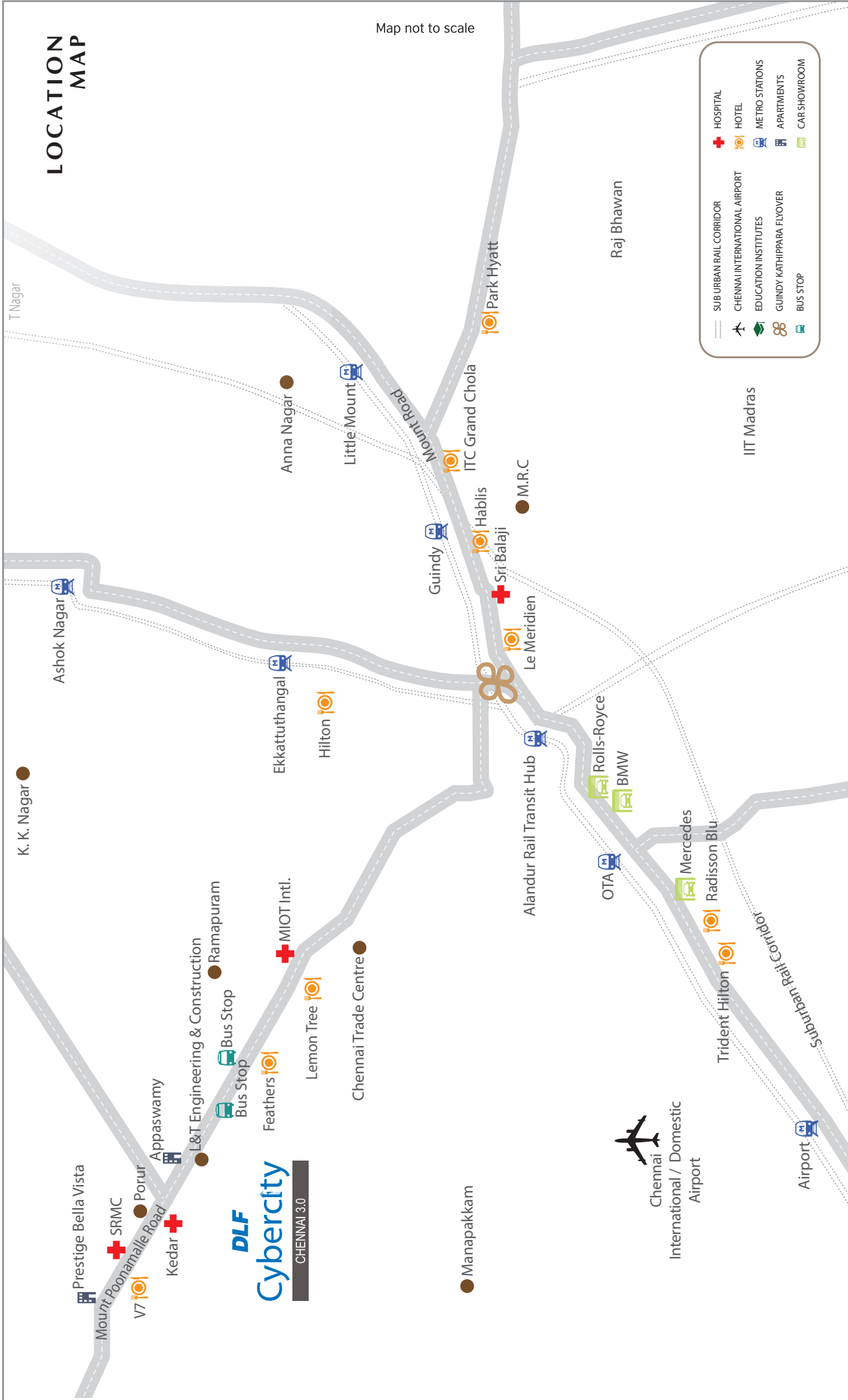
at the prestigious ET Now Stars of the Industry Awards for  
Excellence in Real Estate

★  
Thank you for your continued support

[www.dlfcybercity.com/chennai](http://www.dlfcybercity.com/chennai)

# LOCATION MAP

Map not to scale



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Experience DLF Cybercity at [www.dlfcybercity.com](http://www.dlfcybercity.com) and [YouTube /dlfcybercity](https://www.youtube.com/dlfcybercity)

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